

ABSTRACT OF THE DISCLOSURE

A backlight control circuit that variably controls the display luminance of a liquid crystal display panel by controlling the luminance of a backlight based upon whether an image displayed on the liquid crystal display panel is a dynamic image or a static image, and an LCD controller that controls so that a
5 part or the whole of a dynamic image is displayed by using a single color for a predetermined time in case an image displayed on the liquid crystal display panel is a dynamic image are provided.